WHAT IS CLAIMED IS:

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1. An apparatus for controlling display of database search items, comprising:

a database storing an element-data storage table in which has been stored, on a field-by-field basis, element data corresponding to the fields, an item-name table which stipulates, field by field, an item name for being made to correspond with a database search-item name, and a display-item designation table in which display-item data for designating an item name to be displayed on a display unit has been stored;

a select-command input device for applying a select command for designating a display item;

a display-item data read-out device for reading

out, from the display-item designation table, the

display-item data that conforms to the select command

applied by said select-command input device;

an item-name read-out device for reading out, from the item-name table, an item name to be displayed on the display unit, said item name being designated by the display-item data read out by said display-item data read-out device; and

a display control unit for displaying an item name, which has been read out by said item-name read-out device, on the display unit as a database search-item name.

2. The apparatus according to claim\1, further comprising:

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a change-data input device for inputting changetargeted item-name data, which represents a changedtargeted item name for changing the name of an item that has been stipulated in the item-name table, and itemname change data representing the name of an item after a change; and

an item-name changing device for changing, to the name of an item represented by the item-name change data, an item name decided by the change-targeted item-name data, which is among the item names specified in the item-name table, input from said change-data input device.

3. The apparatus according to claim 1, further comprising:

an additional-item-name data input device for inputting data representing an additional item name which adds on an item name specified in the item-name table; and

an item-name add-on device for storing an

20 additional item name, which is represented by
additional-item-name data that has been input from said
additional-item-name data input device, in the item-name
table in correspondence with the field.

4. The apparatus according to dlaim 1, further comprising:

a display-item change-data input device for inputting display-item change data for changing the display-item table that has been stored in the display-

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item designation\table; and

a device for changing the display-item data, which has been stored in the display-item designation table, in accordance with display-item change data that has been input from said display-item change-data input device.

5. The apparatus according to claim 1, further comprising:

a display-item add-on data input device for inputting display-item add-on data for adding on the display-item data that has been stored in the display-item designation table; and

a device for adding on the display-item data stored in the display-item designation table in accordance with the display-item add-on data that has been input from said display-item add-on data input device.

6. A method of controlling display of search items of a database storing an element-data storage table in which has been stored, on a field-by-field basis, element data corresponding to the fields, an item-name table which stipulates, field by field, an item name for being made to correspond with a database search-item name, and a display-item designation table in which display-item data for designating an item name to be displayed on a display unit has been stored, the method comprising the steps of:

applying a select command for designating a display item;

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reading out, from the display-item designation table, the display-item data that conforms to the select command applied;

reading out, from the item-name table, an item name to be displayed on the display unit, the item name being designated by the display-item data read out; and

displaying an item name, which has been read out, on the display unit as a database search-item name.